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Spring



1948

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U. S. Department of Agriculture

# Wholesale Price List

FOR

## *Adapted*

# LAWN SEED MIXTURES

### FACT—NOT FICTION

1. Merchandise Costs Are Higher!
2. More Cash Outlay Needed to Do Business!
3. Increased Operating Costs Reduce Profits!

— *Woodruff Reverses the Trend* —

1. Lawn Seed Prices Are 25% to 40% Lower!
2. Less Cash Outlay for Spring Lawn Seed!
3. Profits Increase Accordingly!

### REMEMBER

Woodruff Leads With the Highest  
Quality Lawn Seed On the Market!

**F. H. WOODRUFF & SONS, INC.**  
MILFORD, CONNECTICUT

Branches: BELLEROSE, L. I., N. Y. - ATLANTA, GA. - TOLEDO, OHIO - SACRAMENTO, CALIF. - DALLAS, TEXAS - MERCEDES, TEXAS







# WOODRUFF *Adapted* LAWN SEED

## GOLD SEAL MIXTURES



Produce the Nation's Finest Lawns

Contain:

- 1. Over 75% Permanent Grasses.
- 2. Over 97% Pure Seed.
- 3. Over 80% Average Germination.
- 4. Less than 0.3% Weed Content.
- 5. NO NOXIOUS WEEDS.

BRAND	DESCRIPTION	50 lb. Bags	25 lb. Bags	5 lb. Bags	2 lb. Bags	1 lb. Canister
PRICES ARE PER 100 POUNDS						
TURF-MAKER	Contains: Certified Colonial Bent, Extra Heavy Kentucky Bluegrass and Fancy Red Top.	\$64.00	65.00	66.00	67.00	69.00
TURF-MAKER No. 38	Contains: Certified Colonial Bent, Illahee Creeping Red Fescue, Extra Heavy Kentucky Bluegrass and Fancy Red Top.	\$68.00	69.00	70.00	71.00	73.00
TURF-MAKER For Light Soils	Contains: Certified Colonial Bent, Illahee Creeping Red Fescue and Fancy Red Top.	\$72.00	73.00	74.00	75.00	77.00
TRU-SHADE	Contains: Illahee Creeping Red Fescue, Poa Trivialis, Chewings Fescue, Velvet Bent and Fancy Red Top.	\$76.00	77.00	78.00	79.00	81.00

THIS CANCELS ALL PREVIOUS QUOTATIONS.

### Special Discounts, Terms and Conditions.

(IMPORTANT - please read carefully)

F. O. B. MILFORD or BELLEROSE, L. I. - and FREIGHT PREPAID to your station on orders of 100 pounds or more of these mixtures.

TERMS - 2% ten days, E. O. M. to firms of approved credit.

SHIPPING QUANTITIES - 2's, 25 per bale; 5's, 10 per bale; 25's, 2 per bale; 1 pound canisters, 24 per case.

FOR BROKEN LOTS - Add 1c per pound.

## WOODRUFF

Promotes Your LAWN SEED Sales

Through

- 1. ARTHUR GODFREY - WCBS
- 2. NEWSPAPER ADS
- 3. CONSUMER PUBLICATIONS
- 4. CO-OPERATIVE AD-MAT SERVICE
- 5. POSTERS, BOOKLETS, FOLDERS, ETC.

TAKE ADVANTAGE OF THESE SALES AIDS

### SELL TURF-MAKER

### Bulk Lawn Seed Mixtures

WE ALSO PREPARE THE FOLLOWING MIXTURES IN BULK BAGS ONLY

BRAND NAME		50 lb. Bags	25 lb. Bags
Sandy Soil	RS	40.00	41.00
Terrace	RS	39.00	40.00
Special Shady	WT	32.00	33.00
Competition	WT	16.00	.....

RS, Red Seal - WT, White Tag.

## RED SEAL MIXTURES



Produce the Best Lawns Possible

FOR SEED DOLLARS SPENT

Contain:

- 1. Over 40% Permanent Grasses.
- 2. Over 90% Pure Seed.
- 3. Over 75% Average Germination.
- 4. Less than 0.6% Weed Content.
- 5. NO NOXIOUS WEEDS.

BRAND	DESCRIPTION	50 lb. Bags	25 lb. Bags	5 lb. Bags	2 lb. Bags	1 lb. Canister
PRICES ARE PER 100 POUNDS						
ROYAL	Contains: Kentucky Bluegrass, Mixed Bent, Red Top, Perennial Ryegrass and Common Ryegrass.	\$41.00	42.00	43.00	44.00	46.00
MILFORD GREEN	Contains: Kentucky Bluegrass, Chewings Fescue, Red Top, and Common Ryegrass.	\$39.00	40.00	41.00	42.00	.....
SHADY SPOT	Contains: Red Fescue, Kentucky Bluegrass, Fancy Red Top and Common Ryegrass.	\$40.00	41.00	42.00	43.00	45.00

### WHITE TAG LINE

(TO MEET THE COMPETITIVE TRADE)

INERT MATTER NOT OVER 15%	50 lb. Bags	25 lb. Bags	5 lb. Bags	2 lb. Bags
	PRICES ARE PER 100 POUNDS			
PARK	\$29.00	30.00	31.00	32.00
GREEN DIAMOND	\$19.00	20.00	21.00	22.00

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MILFORD, CONN.

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SACRAMENTO, CALIF. - DALLAS, TEXAS - MERCEDES, TEXAS

F. H. WOODRUFF & SONS, INC. gives no warranty, express or implied, as to the productiveness of any seeds or bulbs it sells, and will not be in any way responsible for the crop. The seller's liability, in all instances, is limited to the purchase price of the seeds.



# EXTRA PROFITS!



*Join the Long List of Dealers  
Who Profit with . . .*

## GRO-SOD LAWN FOOD ORDER NOW!



THE OLD ORIGINAL  
FORMULA — 10 - 6 - 4

One-half the nitrogen is Organic. No offensive odor. Promptly effective and lasting.

SIZE	WHOLESALE	RETAIL
100 lb. Bags —	5.25	7.50
50 lb. Bags —	2.95	4.30
25 lb. Bags —	1.70	2.60

Ton Lots or over Less 5%.

Terms: Net, F. O. B. our Warehouses  
Freight Prepaid.

### WHY . . .

is GRO-SOD better for lawns  
than ordinary fertilizer?

The most important element in a lawn fertilizer is nitrogen. This is the 10 in the 10-6-4 formula. Grass being mowed continually needs this extra nitrogen to compensate for the fast leaf growth in domesticated grass. This formula has been developed after exhaustive scientific experiments. GRO-SOD provides the extra nitrogen called for by this scientific formula.

BUT — this nitrogen plant food must feed grass, not for two weeks, but for two months. Hence one-half the nitrogen in GRO-SOD is organic — the form which is absorbed by the soil slowly. The chemical portion of the nitrogen gives quick food stimulant to the lawn; the organic portion saves and distributes nutriment over a two-month period.

FOR QUALITY — FOR SERVICE — FOR SELLING AIDS  
**WOODRUFF LEADS**